

Medical Development Group 2007/2008 Program Calendar



■ Forum Panels (Foley Hoag Emerging Enterprise Center, Waltham)

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|-------------|---------|---|
| 2007 | Sept. 5 | Medical Product Launch Strategies |
| | Oct. 3 | Future of Clinical Diagnostics |
| | Nov. 7 | Trends in Healthcare Policy: How They Will Affect the Medical Device Industry |
| | Dec. 12 | How to Identify and Interpret the Voice of the Customer |
| 2008 | Jan. 9 | Successful Clinical Trial Strategies |
| | Feb. 6 | Getting Your Money Out: Harvesting and Preparing for Acquisition |
| | March 5 | Full Circle of Innovation — From Surgical Suite Invention to a Surgical Product |
| | April 2 | Driving Physician Adoption of New Products |
| | May 7 | Manufacturing Alternatives & Options for Commercialization:
Turn Your Idea Into Something You Can Sell |
| | June 4 | What's New in Neuroscience and Neurotechnology |

■ Networking Meetings (Pizzeria Uno, Newton Corner)

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| 2007 | Sept. 19 | Small Business Innovation Research Grants |
| | Oct. 17 | Navigating Through GPOs and IHNs in Developing Contracts |
| | Nov. 28 | Painless Patenting |
| | Dec. 19 | HR Strategies for New Companies |
| 2008 | Jan. 23 | Evidence-Based Medicine and Clinical Trial Design |
| | Feb. 20 | Alternative Financing Strategies |
| | March 19 | Value Proposition: Creating a Compelling Message |
| | April 16 | Alliances: How Small Companies Prosper with Larger Companies |
| | May 28 | IRB: Patient Protection in Clinical Research |
| | June 25 | Common Contracts Used in the Medical Device Industry |
| | July 16 | Case Study: Transitioning from Early Stage to Larger Company |
| | Aug. 20 | Transitioning to a Career in the Medical Device Industry |

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 If you are interested in sponsorship opportunities,  
 please contact Mel Prenovitz at [mprenovitz@meddevgroup.org](mailto:mprenovitz@meddevgroup.org) or 617-738-6599  
 or David Kaufman at [dkaufman@meddevgroup.org](mailto:dkaufman@meddevgroup.org) or 617-345-6789.  
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■ Upcoming Events

April 14 SIG Event: Business Matchmaker Event 3 – 8 p.m., Newton Marriott

The event will align buyers and sellers in an efficient and enjoyable venue. Buyers and sellers who are participating cover the range of products and services in the medical device and technology arena, including design services, legal services, accounting services, contract manufacturing, plastics, rubber components and parts, sheet metal enclosures, test and evaluation services, precision machining, transducers & sensors, electronic and electrical parts and marketing services.

April 16 Networking: Alliances: Working with Large Companies to Develop your Core Technology

This talk looks at the complicated working relationship between smaller technology companies and larger partners. We will look at the selling process by which smaller companies can secure partners, then examine some of the issues faced once those deals are in place. Two case studies will be reviewed.

Please pre-register for MDG events.
 For more information, visit www.MedDevGroup.org.

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Driving Physician Adoption of New Products

April 2, 2008
 Emerging Enterprise Center at Foley Hoag

■ Program Description

Whether your medical device is designed for use in the operating room, ambulatory clinic, physician office, or the home, a crucial first step is generating enthusiasm among the physicians that will use it. That's because commercial success depends on their acceptance, approval and often evangelism. Join us as our panelists present specific case studies that illuminate the impact that physicians have on the buying process in various clinical settings—and the steps vendors take to meet their needs and win their support.

■ Moderator

David M. Barash, M.D., President, Concord Healthcare Strategies

■ Panelists

John Bojanowski, Former Executive Vice President of Sales and Marketing, Scandius BioMedical

Adel Malek, M.D., Director, Cerebrovascular and Endovascular Division,
Department of Neurosurgery, Tufts-New Medical Center

Michael Moore, Vice President of International Marketing, Candela Laser

■ April Forum Co-Champions

Barbara Bix, Principal, BB Marketing Plus

Mariangela Powley, Live Data

■ Agenda

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|------|---|
| 5:30 | Registration, informal networking, buffet dinner |
| 6:15 | MDG announcements |
| 6:20 | Introduction of program chairs |
| 6:25 | Introduction of panel and moderator |
| 6:30 | Opening comments by moderator and introduction of panel |
| 6:35 | Panel presentations |
| 8:00 | Q&A and continued networking |

■ MDG Mission

MDG's Mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities, and promoting best practices in enterprise management.

■ Biographies



David Barash

David M. Barash, M.D., president, Concord Healthcare Strategies, has been providing expert strategic and operational support to healthcare investors and development stage healthcare companies for 10 years. Before founding Concord Healthcare Strategies, Dr. Barash had been involved in emergency department management for over 15 years, and has been practicing emergency medicine since 1984. Currently, Dr. Barash is the managing director for Adoneh, LLC, a medical technology partnership that is developing innovative technology for critical care and resuscitation medicine, and is serving as chief medical officer for Motus Medical, a company developing unique motion-detection technology for rehabilitation programs. Dr. Barash is a member of the board of directors of Excorp Medical in Minneapolis. He has been a senior medical director of Medical Capital Advisors, an investment banking firm in Waltham, and an advisory consultant to Aethlon Capital, a private equity investment group based in Minneapolis. As well, he serves on the advisory board of Cayuga Venture Fund, a venture capital fund in Ithaca, N.Y. Dr. Barash received his bachelor of arts and his medical degree with honors from Cornell University.



John Bojanowski

John Bojanowski has 25 years of experience as a sales and marketing professional with the last 16 years in the medical device business focused on innovative, surgeon-driven products. Most recently, Mr. Bojanowski served as executive vice president of sales and marketing for Scandius BioMedical, a privately held, venture backed start-up. He was responsible for creating the sales and marketing strategy and driving surgeon adoption of its sports medicine products in the U.S., Italy and Latin America. Along with the founder & CEO of Scandius, Mr. Bojanowski led the successful exit of the business through an acquisition by \$10 billion medical device giant Covidien. Previously Mr. Bojanowski was vice president of U.S. sales for Smith & Nephew Endoscopy, the market leader of innovative sports medicine devices, where he led a 300 person sales organization focused on selling surgeon preference products. Mr. Bojanowski began his career in medical devices with US Surgical, the innovative leader of minimally invasive surgical instruments. He served in a variety of sales management positions ultimately as vice president of corporate sales after Tyco Healthcare acquired US Surgical. Mr. Bojanowski received his degree in marketing from Virginia Tech.



Adel Malek

Adel M. Malek, M.D., Ph.D., is director of the cerebrovascular and endovascular division in the Department of Neurosurgery at Tufts-New Medical Center and is an associate professor in neurosurgery at Tufts University School of Medicine. Dr. Malek has conducted extensive research in brain aneurysms, focusing on the effect that external mechanical forces exert on cellular structure and function. He also has performed clinical studies of patients treated using endovascular and surgical therapy. His research includes a commitment to disseminate innovative techniques, methods and findings in cerebrovascular disease to the scientific clinical community. Dr. Malek is widely published in medical journals and text books and has been invited to make presentations at national and international conferences. He serves on the editorial boards of several medical journals and is involved in many medical and engineering professional associations. He holds bachelor's and master's degrees in electrical engineering from M.I.T., a medical degree from Harvard and a Ph.D. from a joint Harvard-M.I.T. program in medical engineering.



Michael Moore

Michael Moore began in marketing in the advertising agency business as an account executive for consumer products learning brand management and husbandry from graduates of the Procter and Gamble and Colgate training programs. He went on to handle the A.T. Cross export business and then the entire account for his agency. In 1984, he began working in the medical device business taking the Davol division of C. R. Bard business from their incumbent agency. He joined Davol as a product manager in 1992 to manage the laparoscopic suction and irrigation product line. He then joined Circon in Santa Barbara, Calif., to manage the recently acquired Cabot surgery product line. He eventually became group product manager in gynecology and then in urology as Circon eventually became Olympus. During this time he launched more than 40 new products and line extensions. Mr. Moore joined Candela as senior product manager for a diode acne treatment device in 2005. He has been instrumental in the development and commercialization of two new devices for ablative superficial skin resurfacing and general skin rejuvenation. In April 2007 he was promoted to VP of international marketing.

■ MDG Officers, 2007-2008

President	Lisa Sasso	lsasso@meddevgroup.org
Vice President	Ed Berger	eberger@meddevgroup.org
Secretary	Joyce College	jcollege@meddevgroup.org
Treasurer	Jim Goell	jgoell@meddevgroup.org

■ MDG Board of Directors, 2007-2008

Board Member	Barbara Bix	bbix@meddevgroup.org
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Board Member	John Merhige	jmerhige@meddevgroup.org
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■ MDG Committee Chairs, 2007-2008

Programming	Olga Taylor	otaylor@meddevgroup.org
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Alliances	Olga Cherniavsky	ocherniavsky@meddevgroup.org
Operations	David Miller	dmiller@meddevgroup.org

■ MDG Volunteers, 2007-2008

Dianne Grattan, Programming
 Richard Halpern, Programming
 Eric Peterson, Web Site Calendar
 Mike Toomey, Publicity
 John Wlassich, Outsourcing SIG

We are always looking for volunteers to help make our forums and networking successful. Please email the chairperson above if you would like to get involved with MDG.

■ MDG Alliance Partners

128 Innovation Capital Group	www.128icg.com
Beacon Alliance	www.beaconalliance.org
C-Net Boston	www.boston-consult.com
E-Net Boston	www.boston-enet.org
MIT Enterprise Forum	www.mitforumcambridge.org
Merrimack Valley Venture Forum	www.mvfvf.org
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